

## [lead partners]

### About Share Our Strength

Share Our Strength® is a national organization working to make sure no kid in America grows up hungry. We weave together a net of community groups, activists and food programs to catch children at risk of hunger, and ensure they have nutritious food where they live, learn and play. We work with the culinary industry to create engaging, pioneering programs like Share Our Strength's Taste of the Nation®, Share Our Strength's Great American Bake Sale®, Share Our Strength's A Tasteful Pursuit®, Share Our Strength's Great American Dine Out®, and Share Our Strength's Operation Frontline®. For more information, please visit [Strength.org](http://Strength.org).

### About the Maryland Governor's Office for Children

The Governor's Office for Children (GOC) coordinates child and family-oriented care with the Children's Cabinet to create and promote an integrated, community-based service delivery system for Maryland's children, youth and families. For more information, please visit [www.goc.state.md.us](http://www.goc.state.md.us).

### Core Advisory Group Members

The Partnership to End Childhood Hunger in Maryland includes a strong coalition of organizations and agencies on the national and local levels, representing the private and public sectors, including the Maryland State Department of Education, Advocates for Children and Youth, the Maryland Food Bank, Maryland Hunger Solutions/Food Research and Action Center, the Maryland Department of Health and Mental Hygiene, the United States Department of Agriculture, and the Maryland Department of Human Resources.

## [what you can do]

### How families and individuals can help

- Ensure that children receive a nutritious breakfast before leaving home or enroll them in the school breakfast program.
- Enroll children in the summer meals program.

### How businesses can help

- Partner with schools and community groups to make sure they have the resources they need to operate and maintain their school breakfast program or summer meals program (e.g., refrigerator for cafeteria, air conditioners during the summer, etc.).
- Provide support to schools implementing alternatives to cafeteria breakfast to address time barriers. Examples include classroom breakfast and grab-and-go alternatives where children grab nutritious food from a cart that can be stationed at class entrances or other locations at the school.

### How faith-based institutions and community groups can help

- Sign up to become a summer meals program site or to participate in the Child and Adult Care Food Program so that more children can have access to nutritious food.
- Distribute information to the community about the availability of local child food and nutrition programs.

For more information, please contact us at [mdpartnership@strength.org](mailto:mdpartnership@strength.org).



**"Poverty is complex; feeding a child is not. It's time to roll up our sleeves and put an end to childhood hunger."**  
- Billy Shore, Founder and CEO

Partnership to

# End Childhood Hunger

in Maryland



SHAREOUR  
STRENGTH®  
NO KID HUNGRY





OUR **PLAN** TO END CHILDHOOD HUNGER IN MARYLAND

YEAR ONE AT-A-GLANCE

**At the core of our strategy** to end childhood hunger in Maryland are three goals:

- **Improve access** to public and private programs that provide food to families and their children who need and are not receiving it.
- **Strengthen community infrastructure and systems** for getting healthy food to children.
- **Improve families’ knowledge** about available programs, healthy food choices and how to get the most from limited resources.

Our plan supports this strategy by bridging the gaps between existing effective programs and the people who need them.



PROGRAM AREAS	BASELINE	SHORT TERM GOALS (ONE YEAR)
<b>School Food and Nutrition</b> (School Breakfast)	Only 32 children are receiving free & reduced school breakfast for every 100 receiving school lunch.	Increase the number of students who use the school breakfast program by 65,000.
<b>Summer Meals</b>	It is estimated that the average daily attendance (ADA) for summer meals is 58,907. The ADA for free and reduced-price lunch is 193,133.	Increase the number of students who participate in the summer meals program by 49,000.
<b>Child and Adult Care Food Program</b> (CACFP)	There are 2,563 center-based providers certified in the state. Of this number, only 564 (22%) of them are participating in CACFP.	Increase the number of licensed child care centers that participate in CACFP from 564 statewide to 677.
<b>Food Supplemental Program</b> (formerly called the Food Stamp Program)	The number of people accessing the Food Supplement Program (FSP) has been expanding significantly this year. October 2008 saw the largest number of people using the FSP since the mid-1990s. It is expected that this will continue in light of the economy.	Increase by at least 10% the number of households with children and youth receiving benefits from the Food Supplement Program.

STRATEGIES	POTENTIAL MEASURES OF SUCCESS
Potential strategies include expanding universal breakfast throughout the state and providing alternatives to cafeteria-based breakfast. Implementation of a universal breakfast policy where all children can eat breakfast regardless of their income would address the stigma often associated with getting a free breakfast. Offering alternatives such as classroom breakfast and grab-and-go would make it more convenient for students to eat breakfast and address many of the logistics associated with trying to feed large numbers of students in one space (cafeteria) within a limited timeframe. Another strategy will involve more aggressive outreach and marketing efforts around existing programs.	<ul style="list-style-type: none"><li>• Number / percentage of Maryland schoolchildren participating in the school breakfast program</li><li>• Number of schools implementing universal breakfast programs</li><li>• Number of schools that offer classroom breakfast, grab-and-go, or other alternatives</li><li>• Additional Federal Revenue to Maryland +9% Breakfast Meals = \$ 2,455,246</li></ul>
Stabilize existing summer meal sponsors to ensure that children have access to summer meals. Identify the level of need in rural communities where there are few organizations participating in the summer meals programs.	<ul style="list-style-type: none"><li>• Number / percentage of eligible Maryland schoolchildren participating in free summer meal program</li><li>• Number of school summer meal sites that are open sites (i.e. that offer meals to children who are not enrolled in summer school program)</li><li>• Additional Federal Revenue to Maryland +3% Summer Meals = \$ 166,596</li></ul>
Map existing CACFP locations and use that information to help determine outreach efforts. Develop an outreach plan to market the CACFP program.	<ul style="list-style-type: none"><li>• Number / percentage of center-based providers participating in CACFP</li><li>• Additional Federal Revenue to Maryland +20% CACFP Meals = \$ 1,863,788</li></ul>
The Department of Human Resources has applied to USDA for a waiver of the required face-to-face recertification interview for FSP applicants. The Department plans to amend the waiver to include all interviews, which will significantly reduce the burden on applicants and is expected to increase access to the program.	<ul style="list-style-type: none"><li>• Number of families with children/youth participating in the Food Supplement Program</li><li>• Secure USDA waiver of face-to-face interviews</li><li>• Number of FSP trainings / information sessions for staff at community-based organizations and other stakeholders</li></ul>